

Conference Venue & Accommodations

➔ **B**ring your emergency department team and enjoy this first-rate conference as you develop your strategy to improve your ED's performance. Caesars Palace, with its central location on the Las Vegas "strip," will serve as the host for our conference. In addition to the traditional "action" of the casinos, Las Vegas has a large and growing number of world-class restaurants if you're into fine dining (Gordon Ramsay Steak, Bobby Flay's Mesa, Wolfgang Puck's Postrio, Picasso, Nobu Matsuhisa, Le Cirque, Alize, the Medici Café and Aureole to name a few) and the hotel shows keep getting more and more spectacular (Ka, Mystere and "O" are particularly memorable). The conference room rate at Caesars Palace for Palace Tower Rooms is **\$135** for the February conference. The cut-off date for the discounted room rate is **January 19th, 2014**. Upgraded rooms are available with discounted pricing. To make reservations call **1-866-227-5944** and advise them you'll be attending the **Innovations in ED Management** conference. (Make your hotel reservation early. Prices are subject to availability regardless of the hotel cut-off date. We cannot guarantee additional rooms if the block fills.)



Registration 4 Ways to Register!

1. Register Online at **www.EDBAconference.com**
2. Call **1-800-458-4779** (9:00am - 4:30pm Eastern Time, M-F)
3. Fax Registration Form To: **1-610-454-9494**
4. Mail Registration Form To: **EDBA Conference, P.O. Box 600, Creamery, PA 19430**
Make checks payable to "The Center for Medical Education, Inc." in U.S. funds

Dates & Location

Wednesday, February 19th - Friday, February 21st, 2014 (Caesars Palace, Las Vegas, NV)

Tuition

Note: The course manual will be available on-site

The tuition has been structured to encourage hospitals or related companies to send teams of individuals who are integral to the function of your emergency department. When registering as a group, a single check or one credit card needs to serve as payment for the group, otherwise individual registration rates apply. Please designate one person to be the liaison to the conference.

☐ **One Attendee:** \$895 ☐ **Two:** \$1690 ☐ **Three:** \$2385 ☐ **Four:** \$2980 ☐ **Five:** \$3475 ☐ **Six:** \$3870

Please Note: If more than six people plan to attend from one hospital or group, please call our office at **1-800-458-4779** for special pricing.

Name: _____ Title: _____ Phone: _____ Email: _____
(MD, DO, PA, NP, RN)

Designated Course Liaison From Your Hospital or Group

Hospital / Company Name: _____

Address _____ City _____ State _____ ZIP _____

Name: _____ Title: _____ Phone: _____ Email: _____
(MD, DO, PA, NP, RN)

Name: _____ Title: _____ Phone: _____ Email: _____
(MD, DO, PA, NP, RN)

Name: _____ Title: _____ Phone: _____ Email: _____
(MD, DO, PA, NP, RN)

Name: _____ Title: _____ Phone: _____ Email: _____
(MD, DO, PA, NP, RN)

Name: _____ Title: _____ Phone: _____ Email: _____
(MD, DO, PA, NP, RN)

Billing Information

Credit Card Number - - -



☐ VisaCard

☐ MasterCard

Name of Authorized Cardholder _____

Billing Address _____

Billing City _____ Billing State/Province _____

Billing Zip/Postal Code _____ Billing Country _____

Expiration Date _____ CVV# (Last 3 numbers on the back of your credit card)

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☐ Check

*Can't Attend
the Live Course?
Not a Problem.*

It Will Be Available Online
at **CourseHost.net**
in the Spring of 2014.



CourseHost.net



Innovations in EMERGENCY DEPARTMENT MANAGEMENT

PRESORTED STANDARD
U.S. POSTAGE
PAID
PASADENA, CA
PERMIT NO. 562

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*A 14-Hour Intensive and
Advanced ED Operational Conference*

February 19-21, 2014 - Las Vegas, NV (Caesars Palace)



EMERGENCY DEPARTMENT
BENCHMARKING ALLIANCE

CEME
Center for Emergency Medical Education

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EMERGENCY DEPARTMENT
BENCHMARKING ALLIANCE



**February 19-21, 2014
Las Vegas, NV (Caesars Palace)**

*A 14-Hour Intensive and
Advanced ED Operational Conference*



Tom Atchison, Ed.D.

KEYNOTE SPEAKER



Innovations in
EMERGENCY
DEPARTMENT
MANAGEMENT





Innovations in **EMERGENCY DEPARTMENT MANAGEMENT**



*A 14-Hour Intensive and
Advanced ED Operational Conference*

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**KEYNOTE
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Course Sponsors



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BENCHMARKING ALLIANCE

CEME
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THE CENTER FOR
MEDICAL EDUCATION

→ www.EDBAconference.com

Why Your ED Leadership Team Should Attend

Creating a Culture of Excellence • Physician-Hospital Executive Dynamics • The Changing ED Environment • New ED Design Ideas • CEO Challenges • High Utilizer Strategies • Legal Pitfalls in the ED • Innovative Intake Models • ED Performance Measures • Advanced Practice Clinicians in the ED • On-Call Challenges • The ED's Role in ACAs • ED Differentiation • Importance of Data in Driving ED Excellence • The Costs of Crowding • And More

➔ **M**anaging the many challenges associated with the functioning of a contemporary emergency department can prove daunting to even the most skilled managers. The many difficulties that exist can be just overwhelming - the holding of admitted patients, prolonged waits for care, ever increasing regulatory issues, ED computerization, on-call issues, staffing problems, patient satisfaction targets - the challenges just seem endless. Yet there are answers. There are EDs that have faced the same challenges and come up with viable solutions.

The focus of the 2014 ED Benchmarking Alliance conference will focus on leadership, management, operations, logistics, strategic planning and healthcare reform. You'll hear from a wide variety of experts who have "been there, done that" and who have created innovative solutions to some of the ED's toughest challenges. Invest 14 hours with these thought leaders and you'll return home with a series of tested solutions and a renewed enthusiasm for creating an exemplary emergency department.

Intended Audience / Learning Objectives

➔ The Innovations in Emergency Department Management conference is intended for Emergency Department Medical and Nursing Directors, as well as hospital executives who are seeking information to optimize the function of their departments. The conference is intended to be an intensive and advanced program that will provide participants with concrete strategies to address the multiple challenges that confront modern Emergency Departments.

Upon completion of this conference, participants will be able to:

- ✓ Identify opportunities to improve ED operations
- ✓ Implement solutions for a broad spectrum of ED operational issues
- ✓ Provide a mechanism for continued performance improvement
- ✓ Incorporate essential elements and strategies for developing a successful ED

CME Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the Center for Emergency Medical Education (CEME) and The Center for Medical Education, Inc.

The Center for Emergency Medical Education (CEME) is accredited by the ACCME to provide continuing medical education for physicians.

The Center for Emergency Medical Education designates this Live activity for a maximum of 14 *AMA PRA Category I Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The Center for Medical Education, Inc., is approved by the California Board of Registered Nursing, Provider No. 12345.

Sponsors



EMERGENCY DEPARTMENT
BENCHMARKING ALLIANCE

The ED Benchmarking Alliance

Founded in 1994, the Emergency Department Benchmarking Alliance (EDBA) is a not-for-profit organization which exists solely to support the individuals who manage emergency departments across the country. EDBA maintains an unbiased database of ED demographic and performance metrics from over 800 hospitals reporting annually. The organization fosters communication between members regarding operational and policy issues, cosponsors educational and consensus conferences related to ED management and provides a framework for support of ED operational research.

CEME

Center for Emergency Medical Education

The Center for Emergency Medical Education, LLC

The Center for Emergency Medical Education (CEME), LLC is a medical education organization that has sponsored 180 continuing medical education courses with total registrations exceeding 25,000 physicians and allied healthcare professionals. Areas of specific expertise include risk management, emergency pediatrics and emergency medicine board preparation courses. All courses are also available on the internet for self-study. The goal of the company is assisting clinicians in improving patient care through the production of high quality medical education.



THE CENTER FOR
MEDICAL EDUCATION

The Center for Medical Education, Inc.

The Center for Medical Education, Inc., has been providing evidence-based medical education mainly in the fields of emergency medicine and primary care since 1977. The Center has produced well over 450 live programs since its inception, with over 6,000 physicians and advanced practice clinicians attending its 2013 programs. In addition, an extensive library of its courses is available on the internet for self-study. The Center also produces a series of monthly subscription audio products focused on the latest literature in emergency medicine and primary care.

Faculty



Shari Welch, MD, FACEP, FACHE
Program Director
 Intermountain Healthcare
 Principal, Quality Matters Consulting
 Salt Lake City, UT



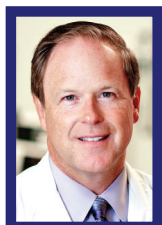
Kevin Klauer, DO, EJD, FACEP
 Chief Medical Officer
 Emergency Medicine Physicians
 Canton, OH



Thomas Atchison, Ed.D.
KEYNOTE SPEAKER
 President, Atchison Consulting, LLC
 Author of Four Books on
 Healthcare Leadership
 Consultant to Senior Leadership
 Hospitals and Healthcare Systems



W. Richard Bukata, MD
 Clinical Professor,
 Emergency Medicine
 Los Angeles County / University of
 Southern California Medical Center
 Editor, Emergency Medical Abstracts



David Seaberg, MD, CPE, FACEP
 Professor and Dean,
 University of Tennessee
 College of Medicine
 Knoxville, TN
 President, American College
 of Emergency Physicians 2011-2012



Robert Edmondson, FACHE
 Chief Strategy Officer
 Carroll Hospital Center
 Westminster, MD



Sarah Fontenot, RN, JD
 Adjunct Professor of
 Healthcare Administration
 Trinity University
 San Antonio, TX



James Augustine, MD, FACEP
 Director of Clinical Operations
 EMP Management
 Canton, OH



Suzanne Stone-Griffith, RN, MSN, CNA
 Vice President for Emergency
 Services, EMS and Trauma
 HCA-HealthONE
 Denver, CO



Jeremiah Schuur, MD, MPH, FACEP
 Director of Quality, Patient Safety,
 and Performance Improvement
 Department of Emergency Medicine
 Brigham and Women's Hospital
 Boston, MA

Comments Regarding the 2013 Course

"I have never seen such a gathering of EM thought leaders in one room."

"This is THE BEST conference I have ever attended in my 20 years in this field. Up-to-date, cutting edge content – fast-paced and kept my interest. Gave me real time content to go home and improve my department's operation."

"Great ideas and info exchange – lots of take-aways."

"Good balance of the conceptual horizon and some very practical ideas."

"Excellent program with so many strategies that could be introduced into all EDs. Outstanding presentations by leaders of emergency medicine. Great job for organizing this conference."

"An overall good job at taking a broad range of information and making it succinct."

"Quality of speakers overall was simply outstanding. Best faculty of a CME course that I've attended."

▶ Please Visit EDBAconference.com for Expanded Faculty Descriptions

It is the policy of Center for Emergency Medical Education (CEME) to insure balance, independence, objectivity, and scientific rigor in all its sponsored educational activities, and that all contributors present information in an objective, unbiased manner without endorsement or criticism of specific products or services and that the relationships that contributors disclose will not influence their contributions. Those in a position to control the content of this educational activity are required to disclose to learners all relevant financial relationships with any commercial interests prior to the beginning of the educational activity.

Resolution of Conflicts of Interest:

In accordance with the ACCME Standards for Commercial Support of CME, the Center for Emergency Medical Education implemented mechanisms, prior to the planning and implementation of this CME activity, to identify and resolve conflicts of interest for all individuals in a position to control content of this CME activity.

2013 Innovations Course Now Available!

The 2013 Innovations Course was professionally video and audio recorded and is now available for purchase via CDs, MP3s, streaming video and DVDs.

✓ 16 hours of CME credit is provided.

▶ For more information, go to <http://ccme.coursehost.net/course/innovationsined>



Schedule

Innovations in ED Management 2014

Day One: Leadership and Management

2:00 - 3:00pm	Sign In	
3:00 - 3:30pm	ED Physician Change - Why It Must Occur	David Seaberg
3:30 - 4:00pm	Is There A Doctor in the House? On-Call Solutions for the ED	Shari Welch
4:00 - 4:30pm	New Emergency Physician Payment Models	James Augustine
4:30 - 4:45pm	Afternoon Break (View Posters)	
4:45 - 5:15pm	The Business of EM - Future Challenges	David Seaberg
5:15 - 5:45pm	Creating a Physician-Driven Culture of Excellence	Thomas Atchison
5:45 - 6:15pm	Trend Analysis - The 2013 EDBA Database	James Augustine
6:15 - 6:45pm	CEO Nightmares and How You Can Help	Robert Edmondson

Day Two: Operations and Logistics

8:00 - 9:00am	Sign In / Continental Breakfast	
9:00 - 10:00am	<i>Keynote Address:</i> Physician-Hospital Executive Leadership Dynamics	Thomas Atchison
10:00 - 10:30am	ED Observation: You Need To Be Good At It!	Jeremiah Schuur
10:30 - 11:00am	Size Matters: Best Practices by ED Volume	Shari Welch
11:00 - 11:15pm	Morning Break (View Posters)	
11:15 - 11:45am	Optimizing Patient Intake	James Augustine
11:45 - 12:15pm	What Makes HCA EDs Great?	Suzanne Stone-Griffith
12:15 - 12:45pm	ED Process Legal Pitfalls	Sarah Fontenot
12:45 - 1:15pm	ED Design Concepts, 2014	James Augustine
1:15 - 2:15pm	Lunch Break - On Your Own (View Posters)	
2:15 - 2:45pm	How HCA Reduced its Risk in the ED	Suzanne Stone-Griffith
2:45 - 3:15pm	Managing ED High Utilizers	David Seaberg
3:15 - 3:30pm	Afternoon Break (View Posters)	
3:30 - 4:00pm	PAs and NPs: The Good, The Bad, The Ugly	Kevin Klauer
4:00 - 4:30pm	Social Media and Privacy Risks in the ED	Sarah Fontenot
4:30 - 5:00pm	Belly Fat: How to Improve the Middle Processes	Suzanne Stone-Griffith
5:00 - 5:30pm	Town Hall Q&A: Ask the Experts	All Faculty
5:30 - 6:30pm	EDBA Welcoming Reception / Poster Presentations	Steven Davidson

Day Three: Strategic Planning and Reform

7:00 - 8:00am	Sign In / Continental Breakfast	
8:00 - 8:30am	The Essential Role of the ED in Accountable Care	Robert Edmondson
8:30 - 9:00am	Mandated Performance Measures for the ED	Jeremiah Schuur
9:00 - 9:30am	Standardization in the ED: Lessons Learned from EMP	Kevin Klauer
9:30 - 10:00am	The CEO Perspective: Employed Docs, Small Group, Large Group, Mega Group	Robert Edmondson
10:00 - 10:15am	Morning Break (Checkout)	
10:15 - 10:45am	Patient Satisfaction: Current Concepts and Controversies	Kevin Klauer
10:45 - 11:15am	Role of the ED in Limiting Medicare "No-Pay" Conditions	Jeremiah Schuur
11:15 - 11:45am	Town Hall Q&A: Ask the Experts	All Faculty

Please Note: Scheduled order of presentations and speakers subject to change.